What is Claimed Is:

1. A method in a media server, the method comprising:

establishing a call having a first media channel with an IP telephony gateway, the first media channel configured for transmitting a first media stream according to a corresponding first compression;

initiating closing of the first media channel based on a request for a resource utilizing a second compression; and

starting for the call a second media channel, configured for transmitting a second media stream according to the second compression, upon closing the first media channel.

2. The method of claim 1, wherein the establishing step includes:

receiving a setup message from the IP telephony gateway on a call control channel;

exchanging compression capabilities information with the IP telephony gateway;

sending to the IP telephony gateway, on a media control channel, an open channel message requesting establishment of the first media channel according to the first compression based on the compression capabilities information; and

initiating transmission of the first media stream on the first media channel in response to an acknowledgment to the open channel message.

3. The method of claim 2, wherein:

the receiving step includes receiving the setup message according to H.225 protocol;

the sending step includes sending the open channel message according to H.245 protcol; and

the initiating transmission step includes sending the first media stream according to Real Time Protocol (RTP).

4. The method of claim 3, wherein the sending step includes specifying in the open message the first compression as up to 8kbps.

5. The method of claim 4, wherein specifying step includes specifying one of G.729 and G.723 encoding as the first compression.

6. The method of claim 5, wherein the initiating closing step includes outputting a close channel message on the media control channel according to H.245 protocol.

7. The method of claim 6, wherein the starting step includes sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

8. The method of claim 7, wherein the starting step further includes initiating transmission of the second media stream on the second media channel in response to an acknowledgment to the second open channel message.

9. The method of claim 8, wherein the step of sending the second open channel message includes specifying in the second open message the second compression as greater than 8kbps.

10. The method of claim 9, wherein the step of specifying the second compression includes specifying G.711 encoding as the second compression.

11. The method of claim 2, wherein the initiating closing step includes outputting a close channel message on the media control channel according to H.245 protocol.

12. The method of claim 11, wherein the starting step includes sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

13. The method of claim 12, wherein the starting step further includes initiating transmission of the second media stream on the second media channel in response to an acknowledgment to the second open channel message.

14. The method of claim 13, wherein:

the step of sending the open channel message includes specifying one of G.729 and G.723 encoding as the first compression;

the step of sending the second open channel message includes specifying G.711 as the second compression.

15. The method of claim 1, further comprising transferring media data from a text to speech resource to the second media channel as the second media stream.

16. A system configured for providing media services to a subscriber over an Internet protocol (IP) telephony link, the system comprising:

an IP telephony gateway configured for establishing IP-based calls having media stream connections according to specified compression formats; and

a media server configured for establishing a call having a first media channel with the IP telephony gateway for transfer of a first media stream according to a corresponding first compression based on determined capabilities between the media server and the IP telephony gateway, the media server configured for closing the first media channel and starting for the call a second media channel, configured for transmitting a second media stream according to a second compression, based on a request for a resource utilizing the second compression.

17. The system of claim 16, wherein the media server comprises:

a first interface configured for establishing the call and transferring at least one of the first and second media streams on the first media channel and the second media channel, respectively; and

a second interface configured for receiving from the resource a media stream having the second compression.

18. The system of claim 16, wherein the first interface is configured for establishing the call by sending, on a call control channel, a connect message in response to receiving from the IP telephony gateway a setup message on the call control channel.

19. The system of claim 18, wherein the first interface is configured for closing the first media channel by sending, on a media control channel, a close channel message for the first media channel to the IP telephony gateway and based on an acknowledgment to the close channel message.

20. The system of claim 19, wherein the first compression is at least one of G.729 encoding and G.723 encoding.

21. The system of claim 19, wherein the first interface is configured for starting the second media channel by sending, on the media control channel, an open channel message for the second media channel that specifies the second compression and based on closing of the first media channel.

22. The system of claim 21, wherein the first interface specifies within the open channel message G.711 as the second compression.

23. A media server comprising:

a first interface configured for establishing with an IP telephony gateway a call having a first media channel configured for transmitting a media stream according to a first compression, the first interface configured for initiating closing of the first media channel and starting for the call a second

media channel, configured for transmitting a second media stream according to a second compression, based on a request for a resource utilizing the second compression; and

a second interface configured for receiving from the resource a media stream having the second compression.

24. The server of claim 23, wherein the first interface is configured for establishing the call by sending, on a call control channel, a connect message in response to receiving from the IP telephony gateway a setup message on the call control channel.

25. The server of claim 24, wherein the first interface is configured for closing the first media channel by sending, on a media control channel, a close channel message for the first media channel to the IP telephony gateway and based on an acknowledgment to the close channel message.

26. The server of claim 25, wherein the first compression is at least one of G.729 encoding and G.723 encoding.

27. The server of claim 25, wherein the first interface is configured for starting the second media channel by sending, on the media control channel, an open channel message for the second media channel that specifies the second compression and based on closing of the first media channel.

28. The system of claim 27, wherein the first interface specifies within the open channel message G.711 as the second compression.

29. A computer readable medium having stored thereon sequences of instructions for establishing an IP-based call for providing calling services to a subscriber, the sequences of instructions including instructions for performing the steps of:

establishing a call having a first media channel with an IP telephony gateway, the first media channel configured for transmitting a first media stream according to a corresponding first compression;

initiating closing of the first media channel based on a request for a resource utilizing a second compression; and

starting for the call a second media channel, configured for transmitting a second media stream according to the second compression, upon closing the first media channel.

30. The medium of claim 29, wherein the establishing step includes:

receiving a setup message from the IP telephony gateway on a call control channel;

exchanging compression capabilities information with the IP telephony gateway;

sending to the IP telephony gateway, on a media control channel, an open channel message requesting establishment of the first media channel according to the first compression based on the compression capabilities information; and

initiating transmission of the first media stream on the first media channel in response to an acknowledgment to the open channel message.

31. The medium of claim 30, wherein:

the receiving step includes receiving the setup message according to H.225 protocol;

the sending step includes sending the open channel message according to H.245 protocol; and

the initiating transmission step includes sending the first media stream according to Real Time Protocol (RTP).

32. The medium of claim 31, wherein the sending step includes specifying in the open message the first compression as up to 8kbps.

33. The medium of claim 32, wherein specifying step includes specifying one of G.729 and G.723 encoding as the first compression.

34. The medium of claim 33, wherein the initiating closing step includes outputting a close channel message on the media control channel according to H.245 protocol.

35. The medium of claim 34, wherein the starting step includes sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

36. The medium of claim 35, wherein the starting step further includes initiating transmission of the second media stream on the second media channel in response to an acknowledgment to the second open channel message.

37. The medium of claim 36, wherein the step of sending the second open channel message includes specifying in the second open message the second compression as greater than 8kbps.

38. The medium of claim 37, wherein the step of specifying the second compression includes specifying G.711 encoding as the second compression.

39. The medium of claim 30, wherein the initiating closing step includes outputting a close channel message on the media control channel according to H.245 protocol.

40. The medium of claim 39, wherein the starting step includes sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

41. The medium of claim 40, wherein the starting step further includes initiating transmission of the second media stream on the second media channel in response to an acknowledgment to the second open channel message.

42. The medium of claim 41, wherein:

the step of sending the open channel message includes specifying one of G.729 and G.723 encoding as the first compression;

the step of sending the second open channel message includes specifying G.711 as the second compression.

43. The medium of claim 29, further comprising instructions for performing the step of transferring media data from a text to speech resource to the second media channel as the second media stream.

44. A media server comprising:

means for establishing a call having a first media channel with an IP telephony gateway, the first media channel configured for transmitting a first media stream according to a corresponding first compression;

means for initiating closing of the first media channel based on a request for a resource utilizing a second compression; and

means for starting for the call a second media channel, configured for transmitting a second media stream according to the second compression, upon closing the first media channel.

45. The server of claim 44, wherein the establishing means includes:

means for receiving a setup message from the IP telephony gateway on a call control channel;

means for exchanging compression capabilities information with the IP telephony gateway;

means for sending to the IP telephony gateway, on a media control channel, an open channel message requesting establishment of the first media channel according to the first compression based

on the compression capabilities information; and

means for initiating transmission of the first media stream on the first media channel in response to an acknowledgment to the open channel message.

46. The server of claim 45, wherein:

the receiving means is configured for receiving the setup message according to H.225 protocol;

the sending means is configured for sending the open channel message according to H.245 protcol; and

the initiating transmission means is configured for sending the first media stream according to Real Time Protocol (RTP).

47. The server of claim 46, wherein the sending means is configured for specifying in the open message the first compression as up to 8kbps.

48. The server of claim 47, wherein specifying means is configured for specifying one of G.729 and G.723 encoding as the first compression.

49. The server of claim 48, wherein the initiating closing means is configured for outputting a close channel message on the media control channel according to H.245 protocol.

50. The server of claim 49, wherein the starting means is configured for sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

51. The server of claim 50, wherein the starting means is configured for initiating transmission of the second media stream on the second media channel in response to an

acknowledgment to the second open channel message.

52. The server of claim 51, wherein the sending means is configured for specifying in the second open message the second compression as greater than 8kbps.

53. The server of claim 52, wherein the sending means is configured for specifying G.711 encoding as the second compression.

54. The server of claim 45, wherein the initiating closing means is configured for outputting a close channel message on the media control channel according to H.245 protocol.

55. The server of claim 54, wherein the starting means is configured for sending on the media control channel a second open channel message requesting establishment of the second media channel according to the second compression, based on the compression capabilities information and reception of an acknowledgment to the close channel message.

56. The server of claim 55, wherein the starting means is configured for initiating transmission of the second media stream on the second media channel in response to an acknowledgment to the second open channel message.

57. The server of claim 55, wherein the sending means is configured for specifying one of G.729 and G.723 encoding as the first compression, and G.711 as the second compression.

58. The server of claim 44, further comprising means for transferring media data from a text to speech resource to the second media channel as the second media stream.